

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the present application.

Listing of Claims:

1. (Currently Amended) A method for navigating about an on screen television interactive program guide comprising ~~the steps:~~

displaying program listings for a plurality of currently broadcast television programs in a first area of a screen of a display monitor;

simultaneously displaying a ~~first~~ television program in a second area of the screen;

activating a display function;

maintaining display of the ~~first~~ television program in the second area of the screen responsive to a first state of the activated display function regardless of user navigation through the displayed program listings; and

~~replacing the display of the first television program~~ switching between the first state and a second state of the activated display function, wherein a currently broadcast television program corresponding to a television program listing selected in the first area is displayed in the second area of the screen with a display of a second television program represented by a selected television

~~program listing responsive to a second state of the activated display function.~~

2. (Previously Presented) The method of claim 1 further comprising:

displaying an icon representing the display function in an area of the screen.

3. (Previously Presented) The method of claim 1 further comprising:

displaying an icon representing a state of the display function overlaid in the second area of the screen.

4. (Previously Presented) The method of claim 1 further comprising:

receiving a first user command invoking a full screen television mode from the on screen television interactive program guide;

displaying a full screen television program in response to the first user command;

receiving a second user command for invoking the television program guide from the full screen television program;

returning to the on screen television  
interactive program guide in response to the second user  
command; and  
re-displaying the first television program in  
the second area of the screen.

5. (Previously Presented) The method of claim 3,  
wherein the displayed icon representing a state of the display  
function is a symbol of a lock in a locked position  
representing the first state of the display function and a  
symbol of a lock in an unlocked position representing the  
second state of the display function.

6. (Previously Presented) The method of claim 1,  
wherein the step of activating a display function comprises  
activating a button on a remote controller device.

7. (Previously Presented) The method of claim 1  
further comprising maintaining display of the list of  
television programs in the first area of the screen after  
activation of the display function.

8. (Previously Presented) The method of claim 1  
further comprising:

displaying an interactive advertisement in a third area of the screen; and

selecting the advertisement to activate an ad function.

9. (Previously Presented) The method of claim 8, wherein the advertisement promotes a future television program and the ad function is storing the time and channel of the future television program for later recording or viewing.

10. (Previously Presented) The method of claim 8, wherein the ad function is establishing a link to an Internet website for display of still images or video on the screen in the third area instead of the advertisement.

11. (Previously Presented) The method of claim 8, wherein the ad function is establishing a link to an Internet website for display of still images or video in a fourth area of the screen different from the first and second areas.

12. (Original) The method of claim 1 further comprising:

collecting viewer profile data; and  
selecting the advertisement based on the viewer profile data.

13. (Original) The method of claim 12, wherein the viewer profile data includes viewer interaction data selected from the group consisting of viewer interactions with the interactive program guide, viewer television watching characteristics, viewer interactions with a remote control device, and viewer interactions with a computer network.

14. (Currently Amended) An interactive television system comprising:

- a tuner for receiving a television signal carrying a television program;

- a memory for storing data including television scheduling data;

- a display monitor coupled to the tuner and the memory, a first area of a screen of the display monitor displaying a portion of the television scheduling data comprising program listings for a plurality of currently broadcast television programs and a second area of the screen displaying the television program;

- means for activating a display function;

- means for maintaining display of the ~~first~~ television program in the second area of the screen responsive to a first state of the activated display function regardless of user navigation through the displayed program listings; and

means for ~~replacing the display of the first television program~~ switching between the first state and a second state of the activated display function, wherein a currently broadcast television program corresponding to a program listing selected in the first area is displayed in the second area of the screen with a display of a second television program represented by a selected television program listing from the displayed television scheduling data, responsive to a second state of the activated display function.

15. (Previously Presented) The system of claim 14 further comprising:

means for displaying an icon representing the display function in an area of the screen.

16. (Previously Presented) The system of claim 15 further comprising:

means for displaying an icon representing a state of the display function overlaid in the second area of the screen.

17. (Previously Presented) The system of claim 15 further comprising:

means for receiving a first user command invoking a full screen television mode on the on screen television interactive program guide;

means for displaying a full screen television program in response to the first user command;

means for receiving a second user command for invoking the television program guide from the full screen television program;

means for returning to the on screen television interactive program guide in response to the second user command; and

means for re-displaying the first television program in the second area of the screen.

18. (Previously Presented) The interactive television system of claim 14 wherein the displayed icon representing a state of the display function is a symbol of a lock in a locked position representing the first state of the display function and a symbol of a lock in an unlocked position representing the second state of the display function.

19. (Previously Presented) The interactive television system of claim 14, wherein means for activating a

display function comprises a button on a remote controller device.

20. (Previously Presented) The interactive television system of claim 14 further comprising means for maintaining display of the television scheduling data in the first area of the screen after activation of the display function.

21. (Previously Presented) The interactive television system of claim 14 further comprising:

means for displaying an interactive advertisement in a third area of the screen; and

means for selecting the advertisement to activate an ad function.

22. (Previously Presented) The interactive television system of claim 21, wherein the advertisement promotes a future television program and the ad function is storing the time and channel of the future television program for later recording or viewing.

23. (Original) The interactive television system of claim 14 further comprising means for establishing a link to



an Internet website for display of still images or video on the screen in the second area instead of the advertisement.

24. (Previously Presented) The interactive television system of claim 14 further comprising means for establishing a link to an Internet website for display of still images or video in a third area of the screen different from the first and second areas.

25. (Original) The interactive television system of claim 14 further comprising:

means for collecting viewer profile data; and

means for selecting the advertisement based on the viewer profile data.

26. (Original) The interactive television system of claim 25, wherein the viewer profile data includes viewer interaction data selected from the group consisting of viewer interactions with the interactive program guide, viewer television watching characteristics, viewer interactions with a remote control device, and viewer interactions with a computer network.

27. (Currently Amended) A method for navigating about an on screen television interactive program guide comprising the steps:

displaying program listings for a plurality of currently broadcast television programs in a first area of a screen, wherein each of the program listings is selectable by a user;

displaying a currently broadcast television program in a second area of the screen;

invoking a function from the interactive program guide;

displaying the currently broadcast television program in the second area of the screen regardless of user navigation through the displayed program listings responsive to a first state of the function; and

~~replacing the display of the television program~~  
switching between the first state and a second state of the  
function, wherein a currently broadcast television program  
corresponding to a program listing selected in the first area  
is displayed in the second area of the screen ~~with a display~~  
~~of a second television program represented by a selected~~  
~~television program listing from the displayed program~~  
~~listings, responsive to a second state of the function.~~

28. (Previously Presented) The method of claim 27 further comprising:

displaying an icon representing the display function in an area of the screen.

29. (Previously Presented) The method of claim 27 further comprising:

displaying an icon representing a state of the display function overlaid in the second area of the screen.

30. (Currently Amended) The method of claim 27 further comprising:

receiving a first user command invoking a full screen television mode from the on screen television interactive program guide;

displaying a full television program in response to the first user command;

receiving a second user command for invoking the television program guide from the full screen television program;

returning to the on screen television interactive program guide in response to the second user command; and

re-displaying the ~~first~~ television program in the second area of the screen.

31. (Previously Presented) The method of claim 29, wherein the displayed icon representing a state of the display function is a symbol of a lock in a locked position representing the first state of the display function and a symbol of a lock in an unlocked position representing the second state of the display function.

32. (Previously Presented) The method of claim 27, wherein the step of activating a display function comprises activating a button on a remote controller device.

33. (Previously Presented) The method of claim 27, wherein the step of activating a display function comprises activating an icon displayed in the program guide.

34. (Currently Amended) The method of claim 27 further comprising maintaining display of the ~~list of television programs~~ program listings in the first area of the screen after invoking the display function.

35. (Currently Amended) The method of claim 1 wherein displaying a ~~first~~ television program in a second area of the screen comprises displaying the ~~first~~ television program in a picture-in-picture display.

36. (Previously Presented) The system of claim 14 wherein the second area of the screen comprises a picture-in-picture display.

37. (Previously Presented) The method of claim 27 wherein displaying a currently broadcast television program in a second area of the screen comprises displaying a currently broadcast television program in a picture-in-picture display.